

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2016/2017

LIC1027 – INTERCULTURAL COMMUNICATION
(All sections)

3 MARCH 2017
9:00 a.m. – 11:00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **ONE** page.
2. Answer **ALL** questions.
3. Write your answers in the Answer Booklet.

STRUCTURED QUESTIONS [50 MARKS]

Instruction: Answer all questions.

Question 1

- (a) What is intercultural communication? (2 marks)
- (b) List the four building blocks of intercultural communication. (2 marks)
- (c) Explain the visible and hidden layers of culture using the “iceberg model”. Draw and label the model. (4 marks)

Question 2

Discuss Hofstede’s Value Dimensions that affects communication.

- (a) Power distance (3 marks)
- (b) Masculinity/femininity (3 marks)
- (c) Uncertainty avoidance (3 marks)
- (d) Long-term versus short-term orientation to life (3 marks)

Question 3

- (a) What is self? (1 mark)
- (b) What is identity? (1 mark)
- (c) Using the six aspects of identities, explain how the identities are developed through our communicative interaction with others. (12 marks)

Question 4

- (a) What is cultural texts? (1 mark)
- (b) List four characteristics of popular culture. (2 marks)
- (c) Discuss people’s resistance towards particular forms of popular cultural texts. (5 marks)

End of Paper